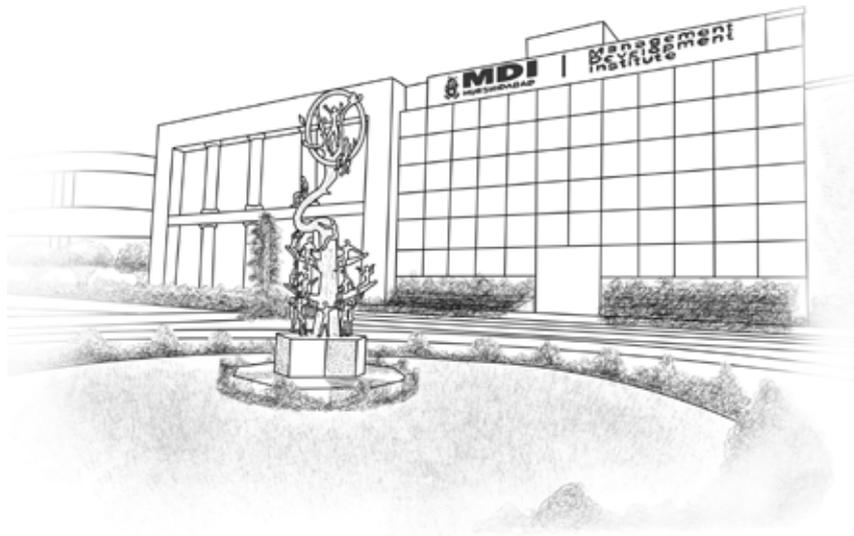


# MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

## MANAGEMENT DEVELOPMENT PROGRAMME SALES AND DISTRIBUTION MANAGEMENT

 9-11 DECEMBER, 2025 (TUE-THU)



### Background

In the current marketing scenario, the structure of sales and distribution is changing very faster. So, to cope with the context, it is inevitable for the sales and marketing professionals to understand the sales and channel management dynamics to win in the market place or otherwise. This program covers the aspects of Sales & Distribution Management.

### Programme Objective

The objectives of the program are to accelerate the learning process of the working professional in the area of sales and distribution management. This program is targeted at two sets of groups. One diverse set of individuals from different industries/companies subscribed for the program.

### The Target Participants

Working executive at Jr & Middle level sales and marketing manager

### Learning outcomes

Appreciation of the Sales & Distribution processes. Build in skills of planning, understanding constraints of role holders and facilitate a larger span of thinking



### Program Contents

- Managing selling process
- Sales as a career
- SPIN model
- Sales closing techniques
- Emerging trends in sales
- Marketing research and sales forecasting techniques
- Linkage between Sales & Distribution
- Managing distribution channels: Delivering customer value



### Faculty

The faculty will comprise the MDIM core faculty



### Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is **Rs. 10,000/day/participant+ GST** which includes a professional fee and all charges for lodging and boarding and supply of course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

The program fees can be paid through bank transfer as per the bank details given below:

Account Name: Management Development Institute Society  
Bank Name: ICICI Bank  
Account Number: 201505024814  
IFSC Code : ICIC0002015  
Branch Name: Jangipur  
(Please share the transaction details for verification purposes after making payment)



## Venue & Duration

The programme is scheduled during **09<sup>th</sup> to 11<sup>th</sup> December, 2025 (Tue-Thu)** on a residential basis at MDIM Campus, Kulori, P.O.-Uttar Ramna, P.S.- Raghunathganj, Dist.-Murshidabad, West Bengal, PIN-742235, India. Accommodation for participants would be available at **MDIM Campus** from the noon of **8<sup>th</sup> December 2025** to the forenoon of **12<sup>th</sup> December 2025**



## Enquiry

For any Additional information/enquiry, please write to:

**Department of Continuing Education**  
**Management Development Institute Murshidabad**  
Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj  
Dist. Murshidabad, West Bengal, PIN-742235  
Contact Details: +91 9674727164/ +91 9674757164  
(Extn: 127/183)

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Website: <https://www.mdim.ac.in>  
Email: ce@mdim.ac.in



## Programme Director



### Dr. Biranchi Narayan Swar

#### Professor-Marketing

Dr. Biranchi Narayan Swar is M.A. (Economics), MBA (Marketing) and Ph.D (Marketing of Services). He was ranked 3rd in order of merit in B.A (Economics) and M.A. (Economics) in the University Examination. Dr. Swar has been awarded the National Scholarship from Ministry of HRD, Government of India. He is an alumnus of IIM, Indore and has more than 21 years of rich teaching, research and industry experience in reputed organizations. His areas of expertise in teaching are Marketing of Services, Sales and Distribution Management, Customer Relationship Management, Product and Brand Management, and Marketing Analytics and Intelligence etc.

His research interests include shoppers' buying behaviour, online retailing, service quality and branding. He has published more than 30 research papers in various Scopus and ABDC listed Journals. He has guided Ph.D Scholars and presented research papers in more than 60 scholarly and professional conferences organized within (Only in IIMs or at par) and outside India. He has got the best paper awards for his contribution to the research in various conferences. He is the reviewer and in the editorial board of the various peer reviewed Journals.

Dr. Swar conducted various MDP/EDPs in the area of marketing like (Managing service-oriented organization, Advanced data analysis for effective marketing decisions, Managing products and brand building strategies for Organizational Growth and Sales and Distribution Management etc.) for the corporates like IOCL, HUL, Sony, Voltas, Bosch, Birla Tyres, Union Bank of India, Emami Papers Ltd, John Distilleries and many more. Has undertaken various Consultancy and Project works of reputed Companies as well.



## About MDI Murshidabad

Management Development Institute (MDI) was set up as an autonomous body in 1972. With an intention to impart management education, nurture local talent, and groom them to become global Leaders, Management Development Institute (MDI), launched its second campus in Murshidabad in the year 2014. The foundation stone was laid on the 31<sup>st</sup> of October 2010 at Jangipur, Murshidabad, West Bengal by the then Honorable Union Minister of Finance, Govt. of India, Shri Pranab Mukherjee. In 2014, MDI Murshidabad (MDIM) launched its Post Graduate Diploma in Management (PGDM). It was commemorated in the presence of the then honorable President of India Shri Pranab Mukherjee, by an inspiring address by him to our first batch of PGDM students on the 24<sup>th</sup> of August, 2014. This was followed by a deliberation made by Shri Arun Jaitley, then Hon'ble Minister of Finance, Defence & Corporate Affairs, Govt. of India. PGDM offered by MDIM is recognized and accredited by the All-India Council for Technical Education (AICTE), New Delhi, National Board of Accreditation (NBA). PGDM course is also recognised as equivalent to MBA by AIU for a period of three years (01.07.2024 to 30.6.2027). The Murshidabad campus is a part of MDI's vision to nurture and promote local talent and enterprise. The campus of MDI Murshidabad is in the central part of the State of West Bengal, India. MDIM prides itself in not only providing management Education but also developing ethical corporate citizens for tomorrow's India.

MDI Murshidabad continues to uphold its commitment to excellence in management education, as evidenced by its consistent IIRF rankings. This year MDI Murshidabad has secured the **prestigious position of State Rank 1 among the Best B-Schools (Private) for PGDM General** and has also secured the **prestigious position of Zone Rank 3 for the overall category.**

## Management Development Programme (MDP)

MDI Murshidabad has been conducting Training Programmes of strategic intent since inception. In this regard our MDPs not only aim at acquiring and upgrading knowledge and competencies in generic areas but also assist in specific areas to thrive in the competitive world of business. Our fundamental programmes revolve around leadership, Change Management, Managerial Effectiveness, Sales Excellence, Service Excellence, Sales & Distribution Management, How to build a Strong Brand, Cost Management, as well as emerging issues like AI&ML, Business Analytics, HR Analytics, Digital Marketing, and Data Science. MDIM is committed to impart quality management education. It understands the requirements of the modern business organizations and offers need-based customized MDPs to meet the organizations' excellence. To do so, the pedagogy adopted across the MDPs is based upon experiential learning exercises that believe in learning while doing. We are also conducting open MDPs for several valued clients who herald from various sectors. Such MDPs have been developing the holistic perspectives of the clients to resolve any given issues through cross-pollination of ideas.

Certificate of Participation shall be provided after the completion of the Course.



## CAMPUS DETAILS



Campus Address:  
Management Development Institute Murshidabad  
Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj  
Dist. Murshidabad, West Bengal, PIN-742235  
Contact Details: +91 9674727164/ +91 9674757164 (Extn: 127/183)  
Visit: [www.mdim.ac.in](http://www.mdim.ac.in), e-mail: [ce@mdim.ac.in](mailto:ce@mdim.ac.in)